

**SPM 15:** *Death rate per 100,000 among youth, ages 15-19, due to motor vehicle crashes.*

Annual Objective and Performance Data	Tracking Performance Measures (Sec 485 (2)(2)(B)(iii) and 486 (a)(2)(A)(iii))				
	2000	2001	2002	2003	2004
Annual Performance Objective	NA	28.0	27.5	21.5	21.0
Annual Indicator	28.1	22.1	28.1	28.8	
Numerator	117	91	115	118	
Denominator	416,190	411,190	409,396	409,420	
Is Data Provisional or Final				Final	Provisional
	2005	2006	2007	2008	2009
Annual Performance Objective	20.5	20.0	19.5	19.5	19.5

**Notes - 2002**

Sources: Numerator: Wisconsin Department of Health and Family Services, Wisconsin Division of Health Care Financing, Bureau of Health Information, Wisconsin Deaths, 2001, Madison, Wisconsin, 2001. Denominator: Table A1. Wisconsin Bureau of Health Information, Wisconsin Population by age and sex, July 1, 2004. Wisconsin Deaths, 2001.

**Notes - 2003**

Sources: Numerator: Wisconsin Department of Health and Family Services, Wisconsin Division of Health Care Financing, Bureau of Health Information, Wisconsin Deaths, 2003, Madison, Wisconsin, 2004. Denominator: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Interactive Statistics on Health (WISH), <http://dhfs.wisconsin.gov/wish/>, Population Module, accessed 03/01/05.

**Notes - 2004**

Data for 2004 are not available from the Wisconsin Bureau of Health Information and Policy until 2006.

**a. Last Year's Accomplishments**

Relationship to Priority Need(s): SPM #15 relates to Wisconsin's Priority Need-Injury and is identified as a priority in Healthiest Wisconsin 2010, the state health plan. Wisconsin's 2003 YRBS results reveal that seat belt use (always or most of the time) when riding in a car driven by someone else increased from 51% in 1993 to 69% in 2003. The frequency of riding with someone during the past 30 days who had been drinking decreased from 39% in 1993 to 30% in 2003. During the same time period, the frequency of driving after drinking alcohol during the last 30 days remained relatively unchanged (15% in 1993 vs. 14% in 2003).

Wisconsin Department of Transportation (DOT) reports current usage for seat belts in Wisconsin to be approximately 66%. It found, however, that belt use is the lowest among drivers ages 16-25 at 65.9%. This group represents 16.2% of licensed drivers and yet accounted for 29.4% of drivers involved in crashes in 2003.

**1. Educational Activities--Enabling Services--Adolescents**

Mock vehicle crashes and other education continued to be used to impact this measure. DPI continued to have an Alcohol Traffic Safety (ATS) Program to develop and implement K-12 prevention curricula and instructional programs to counter the problem of drinking and driving by

youth which includes the relationship between highway safety and the use of alcohol and controlled substances as part of the Drivers Education Curricula.

## 2. Graduated Driver License (GDL)--Population-Based Services--Adolescents

Wisconsin's Graduated Driver Licensing (GDL) implemented in 2000, requires specific conditions for young drivers. According to DOT, this law was put into effect for one major reason: to save the lives of Wisconsin teen drivers. Teen drivers are over represented in traffic crashes in Wisconsin. In 2002, only 6% of all licensed drivers in Wisconsin were teens 16-19 years old, yet represent 16% of all drivers involved in crashes. DOT is reporting, based on three years of GDL restrictions (2001-03), the number of 16 year old drivers involved in a crash has decreased. Compared to the 3 years prior, 16 year old drivers were 15% less likely to be in a traffic crash of any kind, 18% less likely to be in a fatal crash, and 20% less likely to be in a nonfatal injury crash.

## 3. Lower standard for Blood/Breath Alcohol Concentration (BAC)--Population-Based Services--Adolescents

In July 2003, Governor Doyle signed into law a bill to lower the prohibited BAC level for Operating While Intoxicated (OWI) to 0.08% from 0.10. The law which became effective on September 30, 2003 estimates the saving of 24 lives annually on Wisconsin roads (based on U.S. DOT data).

Activities	Pyramid Level of Service			
	DHC	ES	PBS	IB
1. Educational activities		X		
2. Graduated Driver License (GDL)			X	
3. Lower standard for blood/breath alcohol concentration (BAC)			X	

**b. Current Activities**

1. Educational Activities--Enabling Services--Adolescents

Mock vehicle crashes and other education efforts with parents and youth occur to impact this measure.

2. Graduated Driver License (GDL)--Population-Based Services--Adolescents

An article regarding the evaluation of the GDL was published in the January 2005 issue of the Wisconsin Medical Journal.

3. Local Needs Assessments--Infrastructure Building Services--Adolescents

Working with counties regarding data requests for needs assessments and preventions continues.

4. Injury Prevention Coordinating Committee--Infrastructure Building Services--Adolescents

The Injury Prevention Program is discussing the possibility of developing a CODES Wisconsin Interactive Statistics on Health (WISH) module on the DHFS website. Development of a new crash related WISH module working with DOT is in process.

**c. Plan for the Coming Year**

1. Educational Activities--Enabling Services--Adolescents

In order to decrease the incidence of deaths due to motor vehicle crashes, education will continue. The new BAC level will impact this measure.

2. Graduated Driver License (GDL)--Population-Based Services--Adolescents

This will continue to be a strong method of impacting this performance measure and ongoing evaluation of this policy is being done.

3. Local Needs Assessments--Infrastructure Building Services--Adolescents

Working with counties regarding data and technical support requests related to youth motor vehicle crashes will continue. The Injury Prevention Program and DOT will continue on making motor vehicle crash data more accessible to agencies and the general public.

4. Injury Prevention Coordinating Committee--Infrastructure Building Services--Adolescents

Plans include constructing data maps related to motor vehicle crashes on the web, develop a GIS/spatial analysis using death and hospitalization data to examine incidents of motor vehicle crashes, and work on policy analysis regarding prevalence, cost, community education surrounding motor vehicle crashes among 15-19 year olds. Implementation of Health Priority: Intentional and Unintentional Injuries and Violence will continue and is ongoing.